

Vinícius de La Rocha

Green Card holder

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dosperrosfilmworks.com

SUMMARY

An award-winning documentary filmmaker, an award-nominated TV writer, and a journalist based in Brooklyn, NY. He served as the head writer for the first Brazilian season of the Netflix show "Queer Eye" and developed a new reality show for the platform. He has collaborated with Brazil's leading TV channels, including Discovery, TNT, Animal Planet, TLC, Globo, Sportv, Globoplay, and others, as well as with prominent content production companies like Endemol and Fremantle. His writing credits include popular TV shows such as "Hell's Kitchen," "Cake Boss," and "The Wall," among many others. Currently, he is directing a feature documentary about a Japanese-Brazilian chef in Rio de Janeiro and developing various television formats. Before transitioning to scriptwriting, he spent over ten years working in journalism.

EDUCATION

UCLA, Los Angeles/U.S. - Extension

Documentary Filmmaking

FAAP, São Paulo/Brazil - Master of Fine Arts

Cinema and TV Script Writing

PUC, Porto Alegre/Brazil - Bachelor Degree

Journalism

WORK EXPERIENCE

Mercor, Remote - Creative Writing Expert

CURRENT JOB - SINCE APRIL 2025

Training and fine-tuning AI models; creating, editing, and ensuring the quality of content.

ESR Gaming Network, New York/NY - Post Production Manager/Editor

AUGUST 2024 - APRIL 2025

Editing and producing new episodes of TV shows; correcting/editing subtitles.

Outlier, New York/NY - AI Writing Specialist

JULY 2024 - APRIL 2025

Training and fine-tuning AI models; content creation, quality control, and editing.

Globoplay/Sportv/Globo TV, Rio de Janeiro/Brazil - Head Writer

AUGUST 2024 - JANUARY 2025

Head Writer of a reality show featuring narrators hosted by Brazil's biggest narrator.

AWARDS

Atlanta Film & Webfest 2024

Award Winner

Austin Revolution Film Festival 2024

Award Winner

Ethos Film Festival 2023

Finalist

Docs In Progress Fellowship 2022

Official Selection

Northeast Filmmakers Lab 8th Edition 2021

Official Selection

Mountainfilm Emerging Filmmaker Fellowship 2022

Finalist

Roy W. Dean Film Grant Summer 2021

Hot Films

OTHER SKILLS

- Videography
- Editing
- Lighting
- Sound

LANGUAGES

- English
- Spanish
- Portuguese (native)

VOLUNTEER

Museum of Illusions (MOI New York)
Staff member

Bronx Documentary Center (BDC)
Video Producer

Third Bridge Creative, New York/NY – Creative Writer

FEBRUARY - JULY 2023

Writing English synopsis from movies and series worldwide.

Netflix, New York – Synopsis Writer

APRIL 2022 - JANUARY 2023

Brazilian Portuguese Content Specialist; writing English synopsis from movies and series.

Netflix, Brazil – Head Writer

NOVEMBER 2020 - JANUARY 2022

Head Writer for the first Brazilian season of *Queer Eye*.

Yours Truly Media, Tri-state area/NY, NJ and CT – Videographer

CURRENT JOB - SAZONAL

Capturing video and audio at weddings.

Boxfish TV, Brazil/Argentina/Spain – Development Producer

AUGUST 2020 - DECEMBER 2020

Development and formatting of two reality television shows.

Consulate General of Brazil, New York/NY – Video Producer

MAY 2020 - JANUARY 2021

Formatting and producing a series of videos titled *Brazilian Culture From Home*.

GNT Channel, São Paulo/Brazil – Head Writer

MAY 2018 - OCTOBER 2018

Formatting and screenplay of the original British show *Chef in Your Ear* for Brazilian TV.

Discovery Home&Health, São Paulo/Brazil – Head Writer

NOVEMBER 2017 - MAY 2018

Research, development, formatting, story production, and scripting for all 20 episodes of season 3 of the fashion reality show *Troca de Estilos*.

Record TV, São Paulo/Brazil – Screenwriter

AUGUST 2017 - DECEMBER 2017

Script for all episodes of the cake competition *Cake Boss Brazil*, hosted by Buddy Valastro.

Globo TV, São Paulo/Brazil – Head Writer

OCTOBER 2017

Team leader and scriptwriter for the first Brazilian season of the NBC game show *The Wall*; responsible for creating all the questions.

Globo International TV, Los Angeles/CA – Story Producer

NOVEMBER 2016 - MAY 2017

Responsible for assembling stories during post-production of season 12 of *Planeta Brasil*, a TV show about Brazilians living in the U.S.

Turner Network Television, São Paulo/Brazil – Member of the Jury

MAY 2016 - JUNE 2016

Member of the committee for the Turner Network Television Inc. Short Film Festival.

Animal Planet, São Paulo/Brazil – Screenwriter

SEPTEMBER 2015 - MARCH 2016

Development and scripting of *Aprendiz Animal*, a docu-reality series focused on rescuing animals.

NYC Craft Beer Festival 2019

Staff

New York's LGBTQ Film Festival

Videographer

Chelsea Film Festival 2019

Staff

PROFESSIONAL DEVELOPMENT

Writing for Animation with Julia Cho, Turning Red (Sundance Institute, 2023)

Get Your Film Into Festivals (DCTV NY - Downtown Community Television Center/NYC - 2020)

Creative Writing for Doc Filmmakers (Made in NY Media Center by IFP - 2020)

Studio Production (MNN Manhattan Neighborhood Network/NYC - 2019)

Documentary Fundamentals: Shooting and Directing (UnionDocs/NYC - 2019)

Launching your Doc Into the World (Impact Partners and DOC NYC PRO - IFC Center/NYC - 2019)

Funding your Doc (DOC NYC PRO- IFC Center/NYC - 2019)

Cinematography for Documentaries (DOC NYC - IFC Center/NYC - 2019)

Editing for Documentaries (DOC NYC - IFC Center/NYC - 2019)

Documentary Grant Writing (DCTV NY - Downtown Community Television Center/NYC - 2018)

Adobe Premiere Pro (Echo Park Film Center - Los Angeles/CA - 2017)

2nd Globosat of Screenwriters Program (Genre seminar with Robert McKee - Rio de Janeiro/Brazil - 2014)

Screenplay Workshop with Kleber Mendonça Filho (winner of the 2019 Cannes Film Festival [*Bacurau*] - Curitiba/Brazil - 2013)

Screenplay Workshop with Guillermo Arriaga (screenwriter nominated for Oscar [movies *Babel*, *21 Grams* and *Amores Perros*] - Brazil - 2012)